

FCC Form 396
Exhibit 3 – Narrative Statement

WFAE's content team produced broad and inclusive stories for radio and digital production. Stories include topics on immigration and a year-long series on Affordable Housing entitled *Finding Home*. Our journalists are intentionally reaching out more frequently to diverse voices. We also invited local musicians to submit entries to be featured on a new local music podcast, *Amplifier*.

Off air, the station hosted nearly three dozen events throughout WFAE's twenty-two county broadcast area. Highlights of these events included our quarterly Public Conversation series. Produced by the team behind WFAE's daily talk show, *Charlotte Talks*, these Public Conversations examined an array of subjects including building police and community trust on the one year anniversary of violent protests in the city after a police involved shooting; an event examining the alarming increase in violent crime in the city; a deep dive into the Charlotte region's public school system; an event about development in suburban areas of the region and more. These events were strategically hosted in diverse neighborhoods and venues to specifically ensure service to our full broadcast area and audience.

In an effort to extend WFAE's storytelling capabilities to our community, the station's content and events/marketing team worked closely together to execute a community podcast competition titled the Queen City PodQuest. The public was invited to vote on their favorite out of more than 350 podcast ideas, which were submitted by WFAE listeners from every area of our broadcast footprint. The competition culminated with a large public event announcing the competition winners, who will have their podcast produced by WFAE – literally giving community members an opportunity to tell their own stories.

We seek to be broad and inclusive in our hiring practices, as well. Open positions are posted on the WFAE website and often also on air. In addition, WFAE disseminates information on each of our vacancies to outlets which will reach a diverse audience of qualified individuals. Newsroom vacancies are also posted with media groups that include women and minorities. Over the last two years, vacancies were also posted at several job banks in an effort to recruit women and minorities. These sources included, National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalist Association, Latin American Chamber of Commerce-Charlotte, the Charlotte Post, Online News Association and various Facebook groups for women and minorities. In addition, positions were posted to the CPB Jobline and to *Current*, the premier trade newspaper for public media. *Current* reaches a local and national audience of people involved in public television and public radio at many different levels, from station employees and volunteers to state and national policymakers. These vacancies were:

- Development Officer, Future Society
- Digital News & Engagement Editor
- Director of Development
- Editor, Digital News and Engagement
- Politics Reporter

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- Producer, All Things Considered
- Producer, Morning Edition
- Producer, On-Demand Content and Audience Engagement
- Business Analyst
- Assistant Producer, Charlotte Talks
- Managing Editor, News and Digital
- Assistant Editor, Digital News and Engagement
- Office Coordinator
- Advancement Officer
- Membership Manager
- Executive Assistant

For each vacancy at WFAE of a mix of station personnel at different levels of authority review applications and choose applicants to interview. Once hired, WFAE provides talent development to its employees focused on professional and skill development needs.

WFAE also has broad and inclusive outreach efforts such as the following:

Partnering with UNCC's Career Treks program to give one-day opportunities for UNC Charlotte students to experience the culture at WFAE. Career Treks consist of a tour, an overview of WFAE, and an opportunity to network. We also presented a panel of WFAE employees from throughout the company to talk about their particular job.

WFAE offers an internship program targeting diverse candidate in the content area of operations. In the past 2 years, we have had 4 interns working with the newsroom, digital editors and our Charlotte Talks producers.

Senior leadership has taken a significant amount of training to ensure equal employment opportunity and prevent discrimination. The CEO, the COO and the Executive Director of Advancement participated in a diversity workshop, Race Matters for Juvenile Justice, Racial Equity Workshop, a two-day, intensive workshop designed to build the capacity of community leaders who are interested in understanding and eliminating racial inequities. Also, the CEO, the COO, the Executive Director of Corporate Development and the Executive Director of Advancement participated in Leadership Charlotte, a two-year program focused on building Charlotte leaders through inclusive leadership development.

WFAE managers and employees completed educational training on Workplace Harassment and Discrimination Prevention. This course addressed not only sexual harassment and gender-based actions, but also other forms of discrimination, harassment, and inappropriate conduct based on race, sexual orientation, religion, disability, and other characteristics. In addition we participated in Knight-Lenfest News Initiative training, which seeks to help news outlets move to the next level in both digital news production and community engagement.